

Living to 100



## PRESENTER BIOGRAPHY



### **Dr. Alexis Abramson, Ph.D.**

Alexis Abramson, Ph.D. is the leading industry expert and 'trendspotter' for those over 50. She is an inspiring speaker, blogger, corporate consultant, successful author, and award-winning entrepreneur and journalist. Her commitment to baby boomers and mature adults has been featured in many national publications, including TIME, Forbes, the Wall Street Journal, Entrepreneur and People.

Dr. Abramson is an Emmy and Gracie award-winning journalist who has appeared frequently as an on-air expert gerontologist for NBC's Today show, CNN, CBS, RLTV, MSNBC and numerous other media outlets. Dr. Alexis is a featured blogger on many top tier websites including YAHOO!, HuffingtonPost, Sharecare and Caregiving.com. She is highly-sought after as a keynote speaker at industry conferences, bringing awareness of baby boomer and mature adult issues to corporations, consumers, government agencies, and non-profit groups.

As a proven industry consultant, Abramson is often retained to help companies make products and services accessible and user-friendly for baby boomers and mature adults. In addition, she instructs employees on how to be more sensitive to the needs of this group. Dr. Abramson has worked closely with many major organizations, including AARP, Duracell, the Arthritis Foundation, sanofi-aventis, Philips Electronics, BMO Private Bank, Siemens, American Automobile Association (AAA), Hearing Life, Century 21, Humana, Walmart and many more.

She is the author of four highly-acclaimed books -The Caregivers Survival Handbook, a guide to help caregivers balance the responsibilities of caring for others and for themselves; Home Safety for Seniors, a room-by-room reference and idea book for making independent senior and home-bound living easier; The 55+ Fact Book, a collection of must-know facts, statistics, and interesting information about the 55+ demographic; and The Medicare Resource Guide, a comprehensive collection of resources and documents necessary for individuals caring for aging friends or family members.

Her dedication to baby boomers and mature adults has won Dr. Abramson a number of professional accolades, including Working Woman's Magazine's General Entrepreneurial Excellence Award, Atlanta Small business' Person of the Year Award, 40 under 40 Award, American Society of Aging's Outstanding Small Business Award, and many others. Dr. Abramson received her Doctorate in Gerontology from the prestigious University of Southern California's Davis School of Gerontology.